

**ABSTRACT**

The method of the present invention establishes a conference among a plurality of participants and a subscriber. The subscriber is assigned a unique URL by a conferencing system. When the subscriber sets up a conference, the subscriber delivers the unique URL to each of a plurality of participants prior to the conference such as by email distribution. Upon activating the delivered URL, each end-user (i.e. the subscriber and participants) provides the necessary endpoint (i.e., a telephone number) identity information to enable it to participate in the upcoming conference. The conferencing system then sets up the conference based upon all of the entered endpoint identification submitted.